DESCRIPTION

*Psychology of Personality: Viewpoints, Research, and Applications* introduces students to many important figures in the field, including Freud, Jung, Adler, Horney, Erikson, Maslow, Allport, Cattell, Bandura, Mischel, and others. The book not only covers classic issues and research in personality, but also looks at genetics and personality, neurological considerations in personality, the evolutionary perspective, the Big Five model of personality, and other contemporary issues.

The 3rd Edition reflects significant changes in the field but retains much of the information and special features that made it a textbook from which instructors found it easy to teach and students found it easy to learn.

ABOUT THE AUTHOR

Bernardo J. Carducci is professor of psychology and Director of the Shyness Research Institute at Indiana University Southeast. He is a fellow of the American Psychological Association, a member of Who's Who in Frontier Science and Technology, a member of Division APA's Division 2 (Teaching of Psychology); past president of the Council of Teachers of Undergraduate Psychology; and author of Shyness: A Bold New Approach (2000), a trade book offering strategies for controlling shyness in adults and children, which is highly recommend by the best-selling "Mars-Venus" series author John Gray. He is also the author of The Pocket Guide to Making Successful Small Talk: How to Talk to Anyone Anytime Anywhere About Anything (1999), and editorial consultant on various academic journals. In addition to his multiple appearances on ABC's "Good Morning America" and other national...
and international media services, Dr. Carducci’s writings and advice on shyness have been featured in such diverse sources as Psychology Today, U.S. News and World Report, USA Weekend Magazine, Vogue, Parenting Magazine, Self, Child Magazine, Reader’s Digest, Patents, Fitness, Entrepreneur, The London Times, The Los Angeles Times, and The New York Times, to name just a few. Dr. Carducci continues to teach courses in social psychology personality, service learning, shyness, and principles of mental health. His research interests include shyness, romantic expectations, interpersonal attraction, career development for psychology majors, and the teaching of psychology.

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NEW TO EDITION

• Redesigned to create an organizational structure to reflect the contemporary Orientation-Research approach to teaching personality psychology, the chapters are reorganized into four major viewpoints of personality:
  • The Intrapsychic Viewpoints
  • The Trait Viewpoints
  • The Biological Viewpoints
  • The Cognitive/Intrapersonal Viewpoints

• To facilitate student engagement, research-based applications in the study of personality psychology was added from a wide range of areas (counseling, human resources, health/medicine, and marketing).

• Efficient integration of basic concepts, research, and applications within each chapter to facilitate student learning.
FEATURES

- Balances theory, research, and the application of personality psychology.

- Examines important dimensions of personality, such as self-concept, gender identity, gender differences, self-monitoring, shyness, and anxiety.

- Covers recent shifts in the study of personality such as emphasis on cultural aspects of personality and evolutionary psychology, and includes new developments in research.

- Emphasizes how personality psychology relates to everyday life, and integrates examples that involve family, friends, work and leisure - as well as sociology, biology, criminology, medicine, the military and more.

- 'Closer Look' sections highlight people or topics of interest; 'Applications of Personality Psychology' sections present extended examples of how personality psychology applies to a variety of areas in everyday life; and 'You Can Do It' boxes give students the opportunity to complete a variety of exercises and projects designed to illustrate specific concepts.

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